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ABSTRACT OF THE DISCLOSURE

A method and apparatus for insuring authenticity for consumer goods as well as products transferred to another party. In one embodiment, a record of authenticity is provided with a good at the point of manufacture. The record of authenticity includes an item code and a registration number unique to the good. An internet database stores the authenticity data. Once an article or good is purchased, the owner of the article accesses the database and is forwarded a second registration number which is different from the initial registration number provided at the point of manufacture. The owner may register as a legitimate owner of authentic goods by entering the new registration number and item code as well as other information. This information is stored in the internet database for the good in issue. The system also provides for insuring that any good transferred in title to a second party is an authentic article and also lists information for this party relative to the article.